MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BRM2034 – RESEARCH METHODOLOGY
(All sections / Groups)

2 March 2018
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS:

1. This question paper consists of **TWO (2) SECTIONS** and 9 pages (inclusive of the cover page).

2. **SECTION A** contains 20 multiple-choice questions (worth 20 marks). **Answer ALL questions.** Please shade answers in the **Multiple-choice Answer Sheet** provided.

3. **SECTION B** contains 4 structured questions (worth 80 marks). **Answer ALL questions.** The distribution of the marks for each question is given. Write your answers in the **Answer Booklet** provided.

Section A: Multiple Choice Questions. Answer All (20 Marks)

1. Research that addresses research objectives through empirical assessments that involve numerical measurement and analysis approaches is called:

    a. quantitative research

    b. qualitative research

    c. extensive research

    d. grounded research

2. All of the following are situations that often call for qualitative research EXCEPT:

    a. when it is difficult to develop specific and actionable decision statements or research objectives

    b. when conclusive evidence is desired

    c. when researchers want to learn how consumers use a product in natural settings

    d. when a fresh approach to studying some problem is needed

3. Aditiya works at a large consumer-packaged goods company and is interpreting consumers' blog postings on the Internet, paying special attention to comments about her company. Which of the following best describes the type of research Aditiya is conducting?

    a. independent research

    b. dependent research

    c. quantitative research

    d. qualitative research

4. When a research company pulls a random sample of people from a phone book and that sample does not include people with unlisted numbers or who do not have landline telephone service, we say that the sample contains:

    a. sample selection error

    b. acquiescence bias

    c. social desirability error

    d. auspices bias

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5. Surveys are classified based on all of the following EXCEPT:

   a. number of questions

   b. method of communication

   c. degrees of structure and disguise in the questionnaire

   d. time frame in which the data are gathered

6. Data collected at a single point in time represent a:

   a. longitudinal study

   b. point study

   c. static study

   d. cross-sectional study

7. Lorna is participating in a research study in which she completes a questionnaire every year. She has been doing this for the past five years, and the purpose of the research is to study how consumers' attitudes and preferences toward various food products change as they age. This type of study in which respondents are questioned at multiple points in time is called a:

   a. cross-sectional study

   b. longitudinal study

   c. permanent study

   d. structured study

8. _____ is the process of describing some property of a phenomenon, usually by assigning numbers, in a reliable and valid way.

   a. Research

   b. Analysis

   c. Validation

   d. Measurement

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9. Researchers measure concepts through a process known as:

   a. summation

   b. operationalization

   c. assessment

   d. matching

10. Coding household income into "Above RM100,000," "Between RM 50,000 and RM 100,000," and "Below RM 50,000" is an example of a(n) _____ scale.

    a. interval

    b. test-retest

    c. criterion

    d. nominal

11. "Can you name five brands of vacuum cleaners?" is an example of what type of question?

    a. fixed-alternative

    b. pivot

    c. open-ended response

    d. filter

12. Compared to open-ended response questions, fixed-alternative questions:

    a. require less interviewer skill

    b. take less time

    c. are easier for the respondent to answer

    d. all of the above

13. A single element or group of elements that is eligible for selection via the sampling process is called a:

    a. sampling panel

    b. sampling unit

    c. sampling error

    d. sampling quota

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14. If Malaysia Airlines selects randomly a set of 40 flights on a given day, and then selects randomly a group of ten passengers on each of these flights to participate in an in-flight survey, the passengers are a:

    a. Primary sampling unit
    b. census
    c. systematic sample
    d. secondary sampling unit

15. As sample size _____ , random sampling error _____.

    a. increases; increases
    b. decreases; decreases
    c. increases; decreases
    d. increase; remains unchanged

16. When a researcher uses students to participate in a study because he has easy access to them, what type of sampling procedure does this represent?

    a. judgment sample
    b. systematic sample
    c. snowball sample
    d. convenience sample

17. The unedited responses from a respondent exactly as indicated by that respondent are referred to as:

    a. codes
    b. files
    c. raw data
    d. strings

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18. All of the following are choices available when dealing with missing data EXCEPT:

    a.   leave the response blank

    b.   randomly select an answer

    c.   insert the mean value of a variable for the missing response

    d.   tabulate the data

19. The assignment of numbers to edited data is known as:

    a.   editing

    b.   adjusting with a plug value

    c.   coding

    d.   all of the above

20. Valarie's job at a research firm is to transfer data from survey questionnaires to a computer file. Her job is:

    a.   data entry

    b.   data coding

    c.   data editing

    d.   data scanning

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Section B: Answer ALL. The distribution of the marks for each question is given. [Total 80 marks]

Question B1 [20 Marks]

Read the following research abstract and answer the ensuing questions:

In today's data driven economies, the organizations are collecting data from different touch points. However, only a minimal percentage of this data is utilized for effective decision making. The organizations are facing a dearth of skilled professionals who can understand and analyze the huge big-data and convert it into meaningful information. A manager, by using quantitative techniques can change a complicated problem into a manageable one. Keeping this perspective in mind, the curriculum of management studies is designed in order to inculcate and strengthen the analytical skills of the students. The main objective for conducting this study is to gauge the factors responsible for motivating the students to perform in quantitative subjects (Statistics and Research Methods). The study also intends to explore the impact of identified factors on students' motivation towards learning quantitative courses.

This research is descriptive in nature. The data has been collected from various private Institutes and Universities of India. The empirical study is done through thirty-eight item questionnaire to measure the factors that motivates the student to learn quantitative subjects and inhibit their understanding of quantitative courses. All the students (respondents) have undergone courses on Business Statistics and Research Methods.

This study is of immense importance for the business schools and universities which could help in addressing the reasons for low inclination towards learning of quantitative subjects, despite growing importance of information based decision making in the corporate world. Although the screening tests like CAT, MAT, XAT etc. have the component of mathematical skills and data analytics, business schools should also assess necessary quantitative ability and skills of the students at the time of admission.

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Pedagogy and enabling learning environment enhances the learning of quantitative subjects by students.

Source: The International Journal of Management Education 15 (2017) pp47-59

Required:

a. Identify two research questions for this study.   **[4 Marks]**

b. Construct a framework for this study.   **[5 Marks]**

c. Develop two possible research hypotheses.   **[4 Marks]**

d. Suggest a suitable data collection method for this study. Justify your answer.

     [7 Marks]

Question B2 [20 marks]

Research must be systematic and follow a series of steps and a rigid standard protocol. These rules are broadly similar but may vary slightly between the different fields of science. Hallmarks or main distinguishing characteristics of scientific research are: Purposiveness; Rigor; Testability; Replicability; Precision and Confidence; Objectivity; Generalizability; and Parsimony.

Required:

Explain any FOUR (4) of the main distinguishing characteristics of scientific research.

     [20 marks]

Question B3 [20 marks]

Survey research presents numerous advantages. They provide a quick, often inexpensive, efficient, and accurate means of assessing information about a population. Researchers can apply fairly straightforward statistical tools in analyzing sample survey results.

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Required:

a. Define surveys and describe the type of information that may be gathered in a survey.

[11 marks]

b. Discuss the advantages and disadvantages of conducting surveys using personal interviews.

[9 marks]

Question B4 [20 marks]

Sampling is the process of selecting a sufficient number of elements from the population, so that results from analyzing the sample are generalizable to the population.

Required:

a. Define surveys and describe the type of information that may be gathered in a survey.

[11 marks]

b. Discuss the advantages and disadvantages of conducting surveys using personal interviews.

[9 marks]

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